



Exploring The Success Of Ad
Supported Videos On ABC.com – Q2,
May 2008



Program Performance

- April, 2008 – May, 2008
 - 65MM total episode starts
 - Monthly unique users
 - April – 13.9MM
 - May – 21.3MM
 - Top online shows
 - Lost
 - Grey's Anatomy
 - Desperate Housewives
 - Samantha Who?
 - Ugly Betty
 - 10pm ET is the most popular time
 - Friday is the most popular night



Research Goals & Questions

- The continuing research goal of this tracking study is to understand the behaviors and attitudes of ABC.com's full-episode streaming video users and assess the success of its advertising

Who watches?

How do sponsors benefit?

How do viewers react to the ads and do they interact?

How satisfied are the viewers?



How does online video viewing affect TV viewing?




Examples Advertisement

http://ll.static.abc.go.com/?d=20070521&aff=abc&initXml=http://verdict.abc.go.com/streaming/ver - Windo...


SPONSORED BY
LEXUS

abc 7

Click to Continue

The pursuit of perfection. 

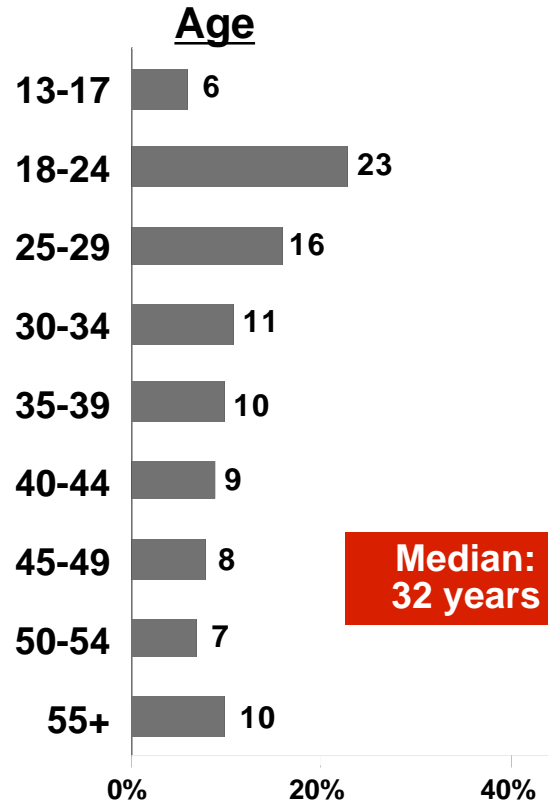
Mouseover the molecules to learn more.



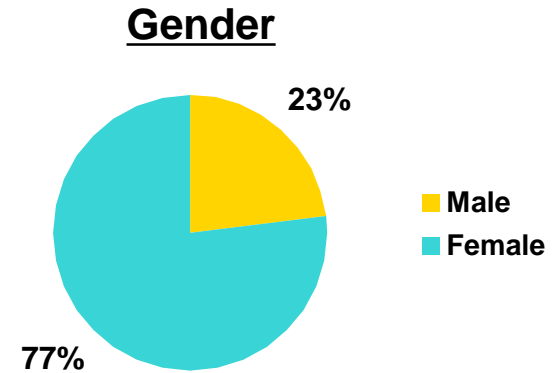
lexus.com



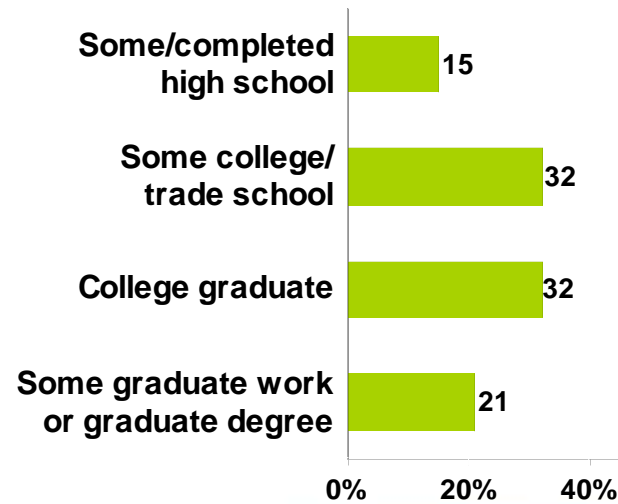
Demographic User Profile (May 08)



**Median:
32 years**



Education



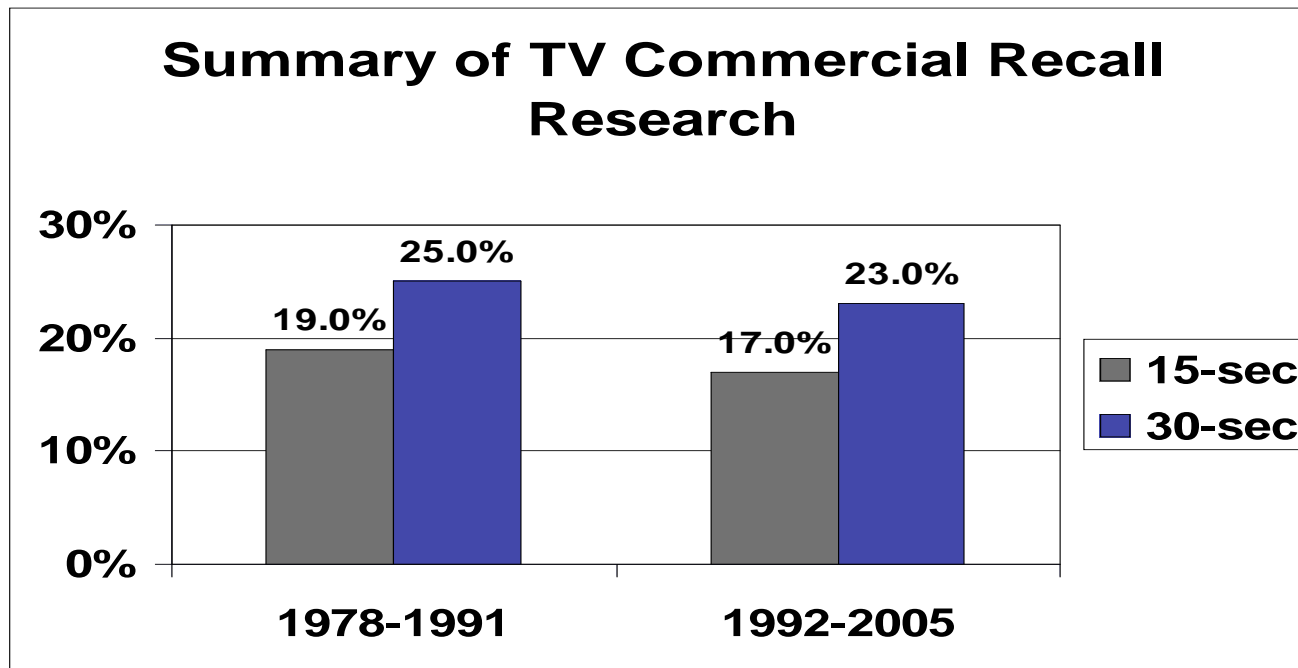
BASE: Total sample – age 13+ (N=18,776).

Scr.C: What is your age? Class.A: What is your gender?

Class.B: What was the last grade of school you completed?

Average TV Ad Recall

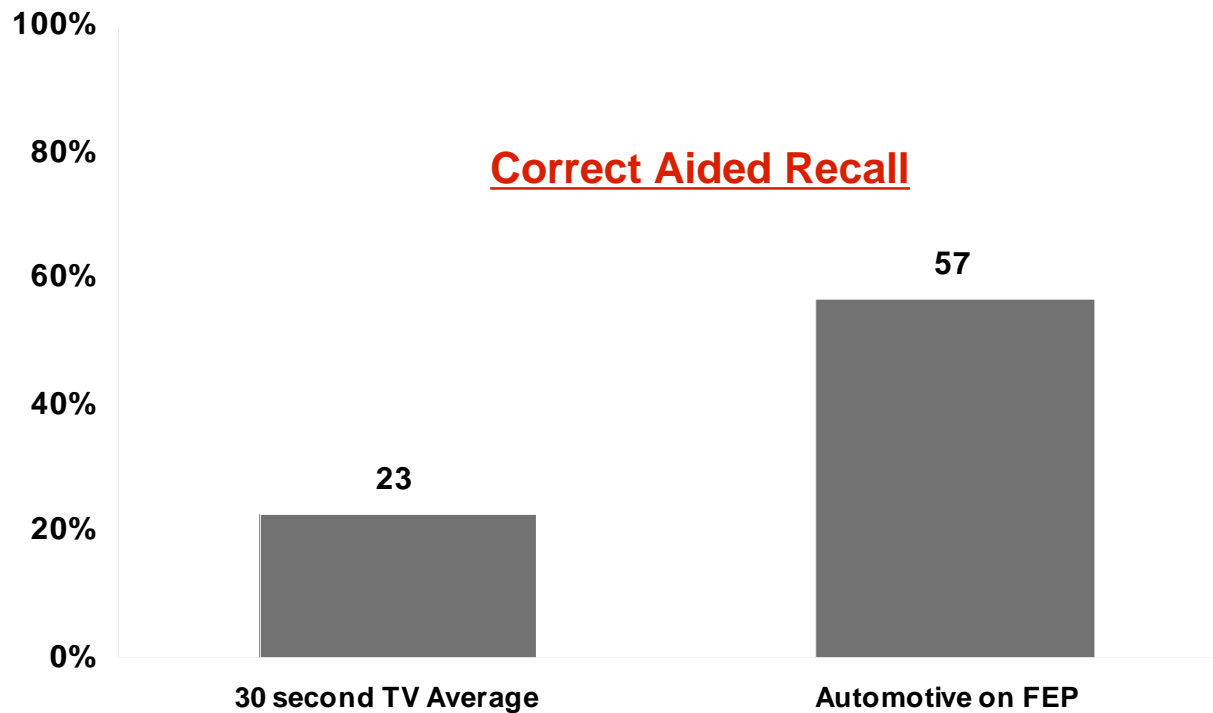
Over time, average TV commercial recall has remained remarkably consistent.



Source: Robert J. Morais, Ad Recall Trends: over, under, sideways, down? Quirk's Marketing Research Review October, 2007



Sponsorship Recall



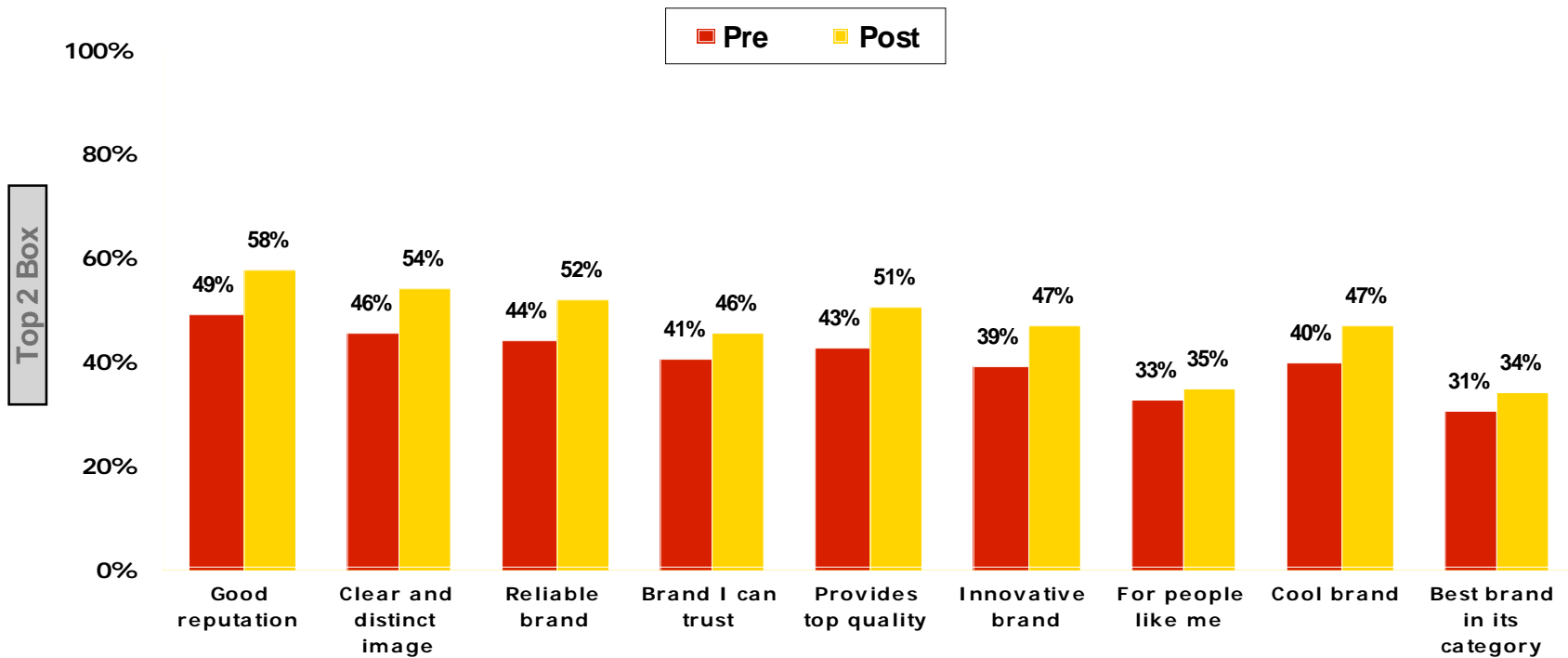
BASE: Total sample.

Screener I: From what you remember, which advertiser sponsored the SHOW episode you just saw? (open-ended)

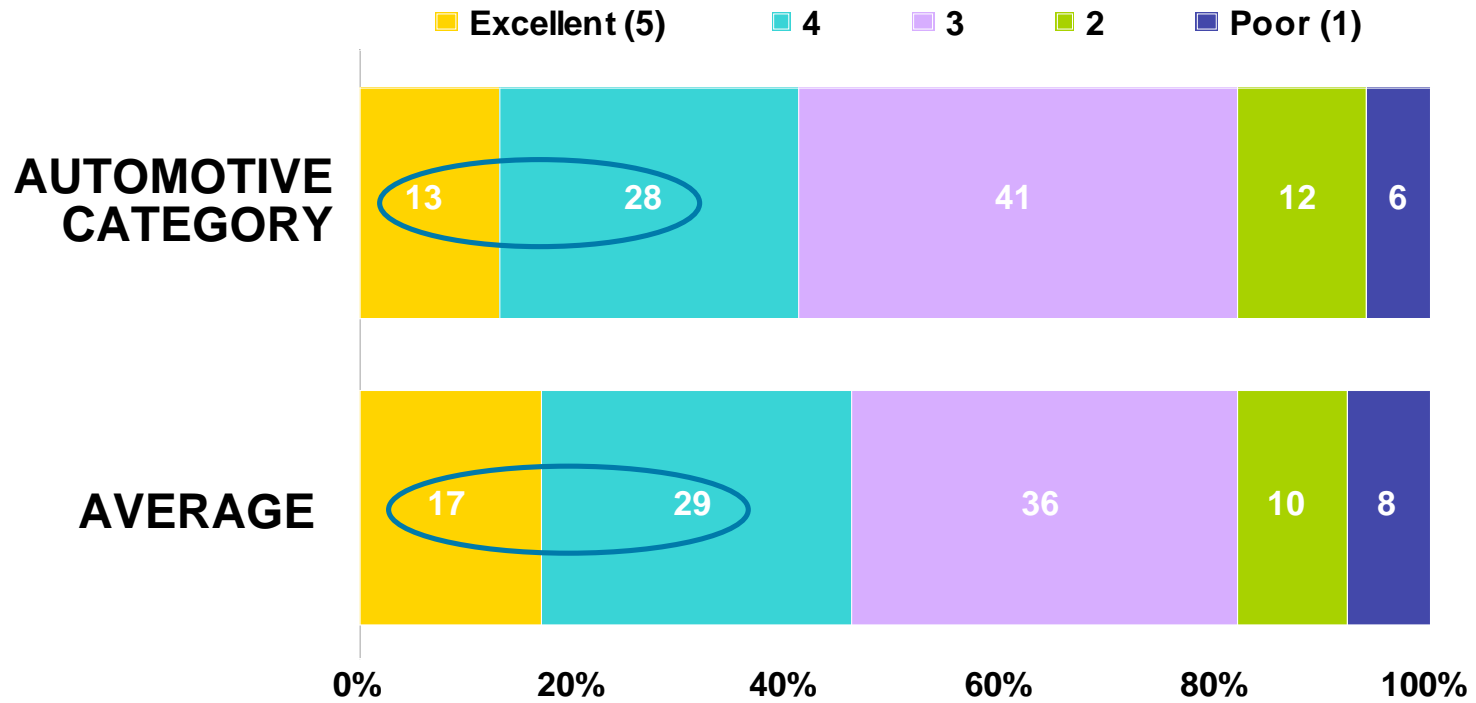
Screener J: Here are the names of some specific advertisers (CORRECT SPONSOR AND 10 DECOYS WERE SHOWN). Again, please indicate which advertiser sponsored the SHOW episode you just saw. Check one.



Pre-Post Changes For Brand Attributes – Automotive



Overall Rating Of Advertisements

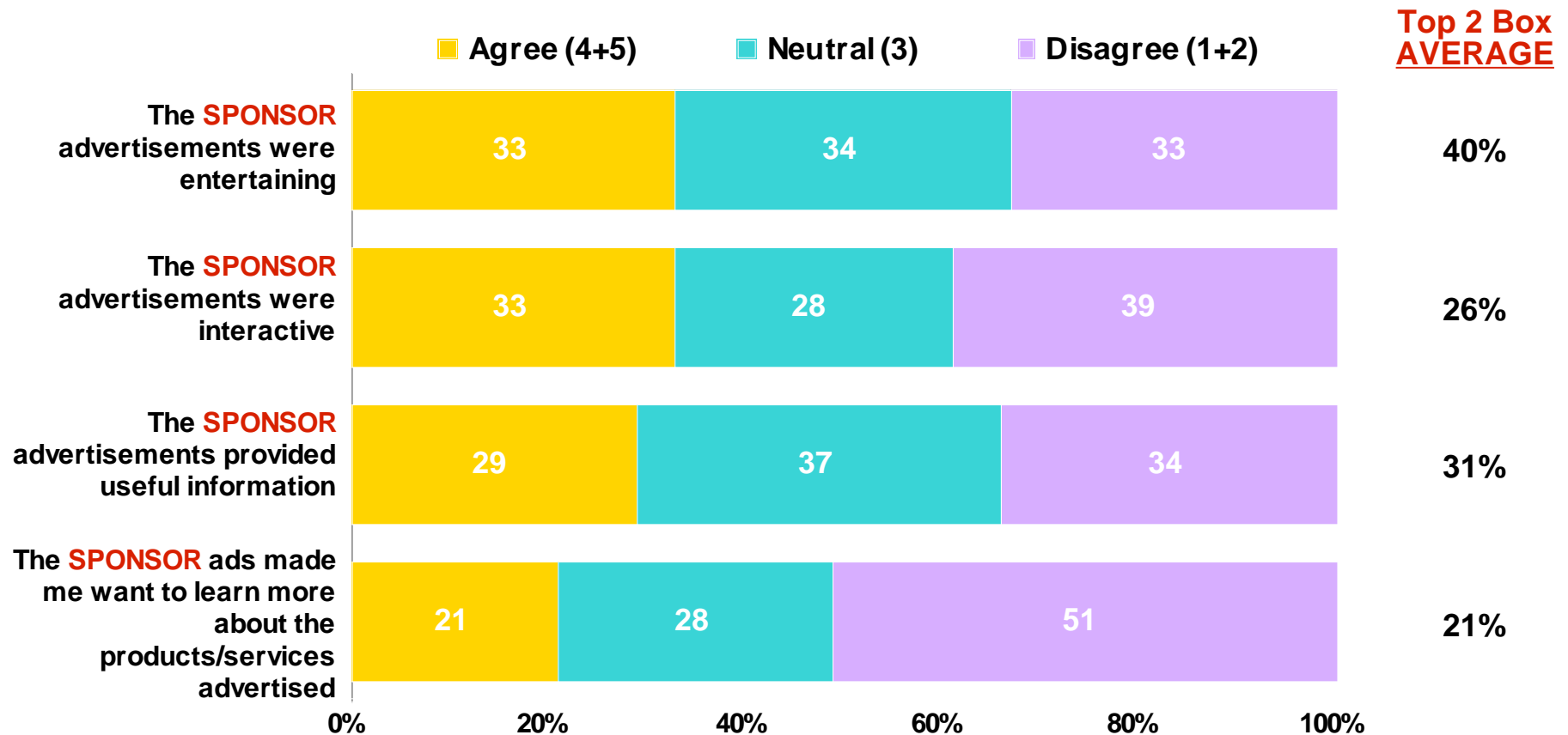


BASE: Those with correct aided sponsor awareness.

Q.9: Overall, how would you rate the SPONSOR advertisement(s) you saw during the SHOW episode you just watched?



Detailed Ad Ratings



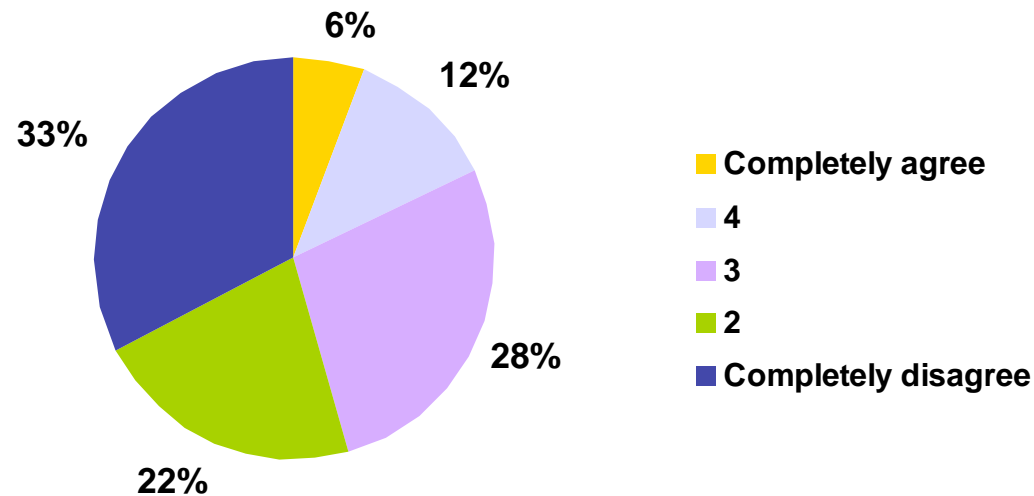
BASE: Those with correct aided sponsor awareness.

Q.16(A-D): How much do you agree or disagree with the following statements about the _____ advertisement(s) you saw while watching SHOW on ABC.com?



Degree To Which Ads "Made Viewers Consider Buying The Products/Services Advertised"

AUTOMOTIVE CATEGORY

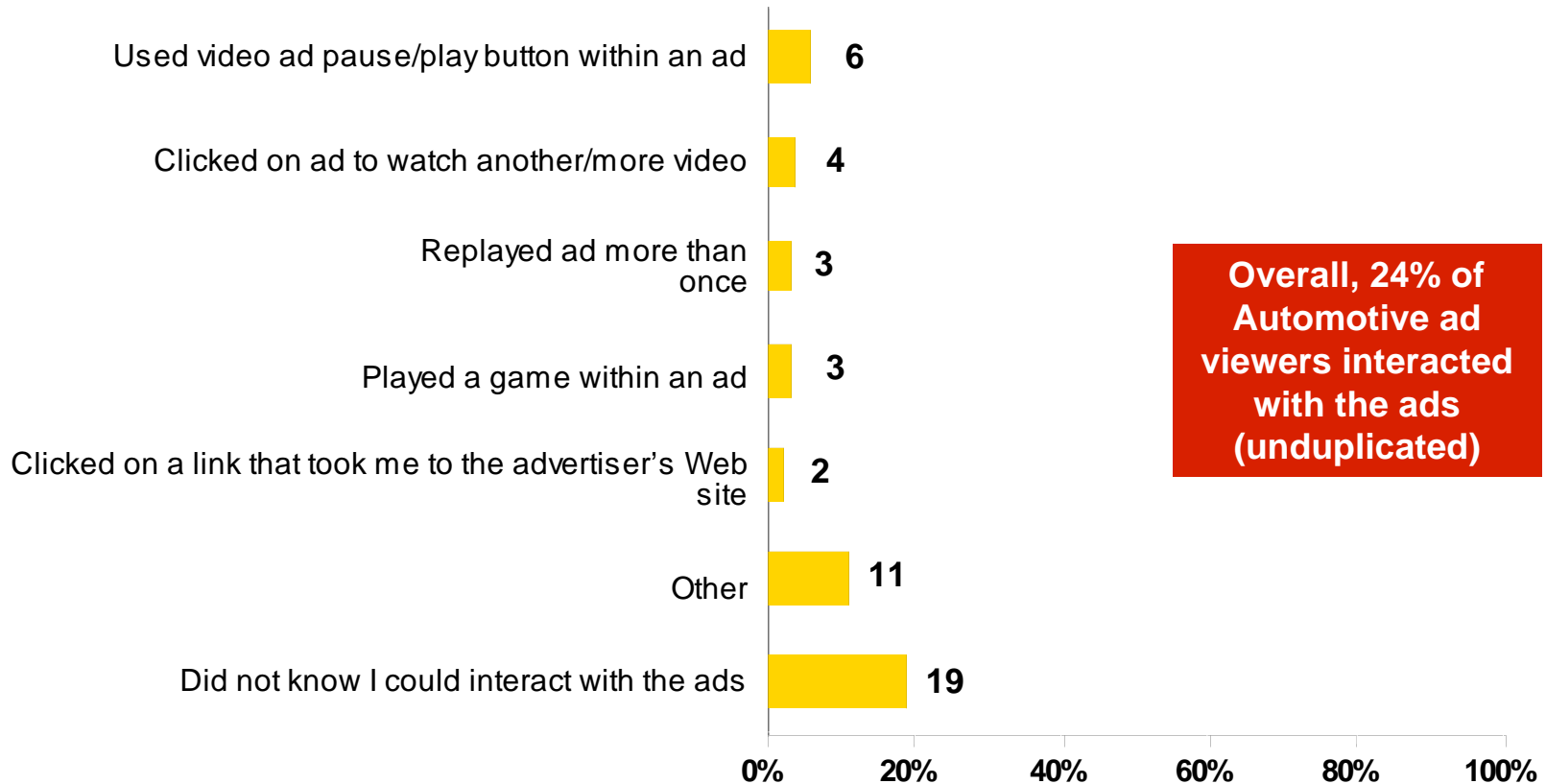


BASE: Those with correct aided sponsor awareness.

Q.16E: How much do you agree or disagree with the following statement about the ____ advertisement(s) you saw while watching SHOW on ABC.com? The _____ advertisements made me consider buying the products/services advertised.



Specific Interactions With Automotive Ads

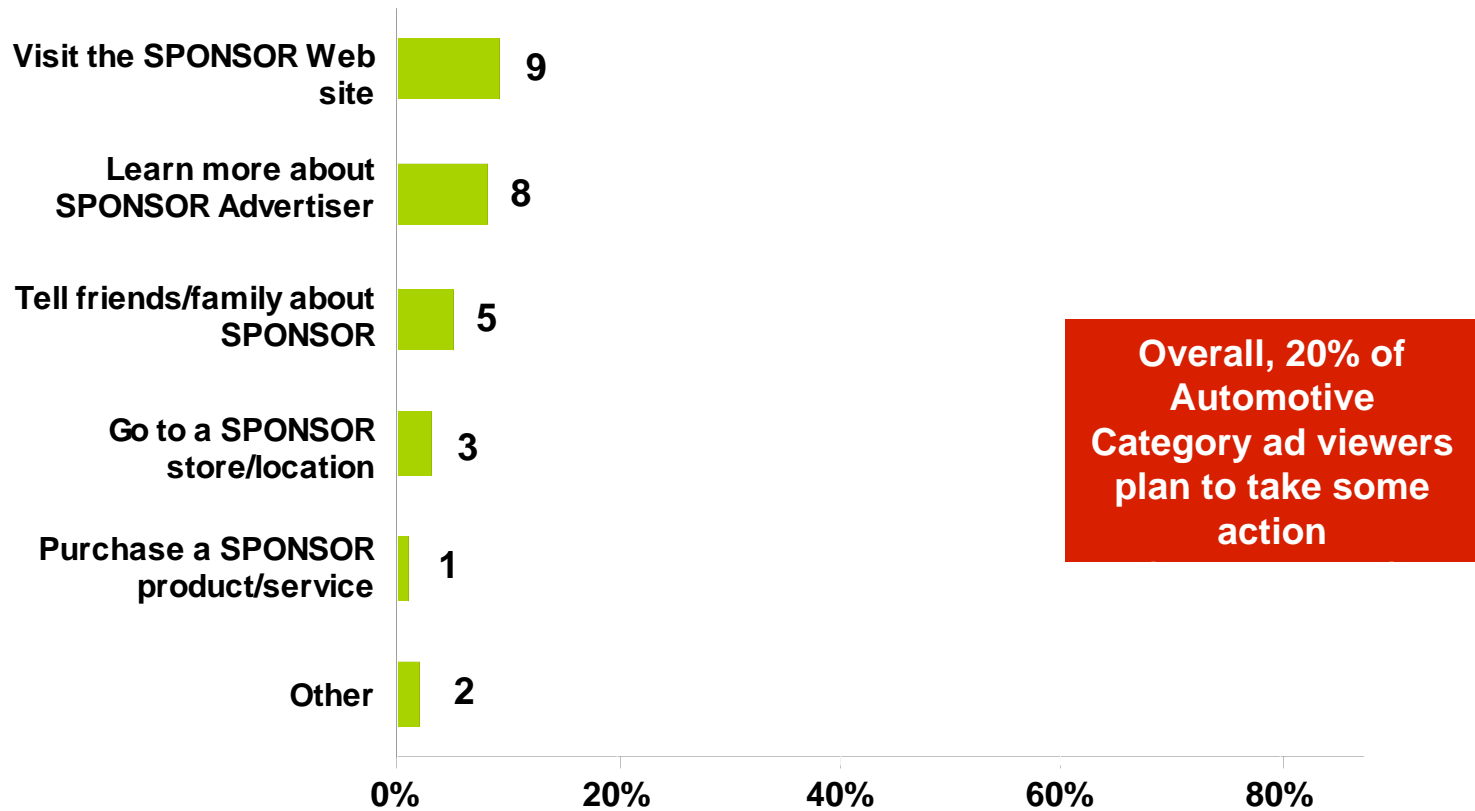


BASE: Those with correct aided sponsor awareness.

Q.17: Think about the (Automotive) advertisement(s) you saw while watching SHOW. Which of the following did you do while watching the advertisement(s) or as a result of watching the advertisement(s)?



Actions Planned As A Result Of Seeing Automotive Ads On ABC.com

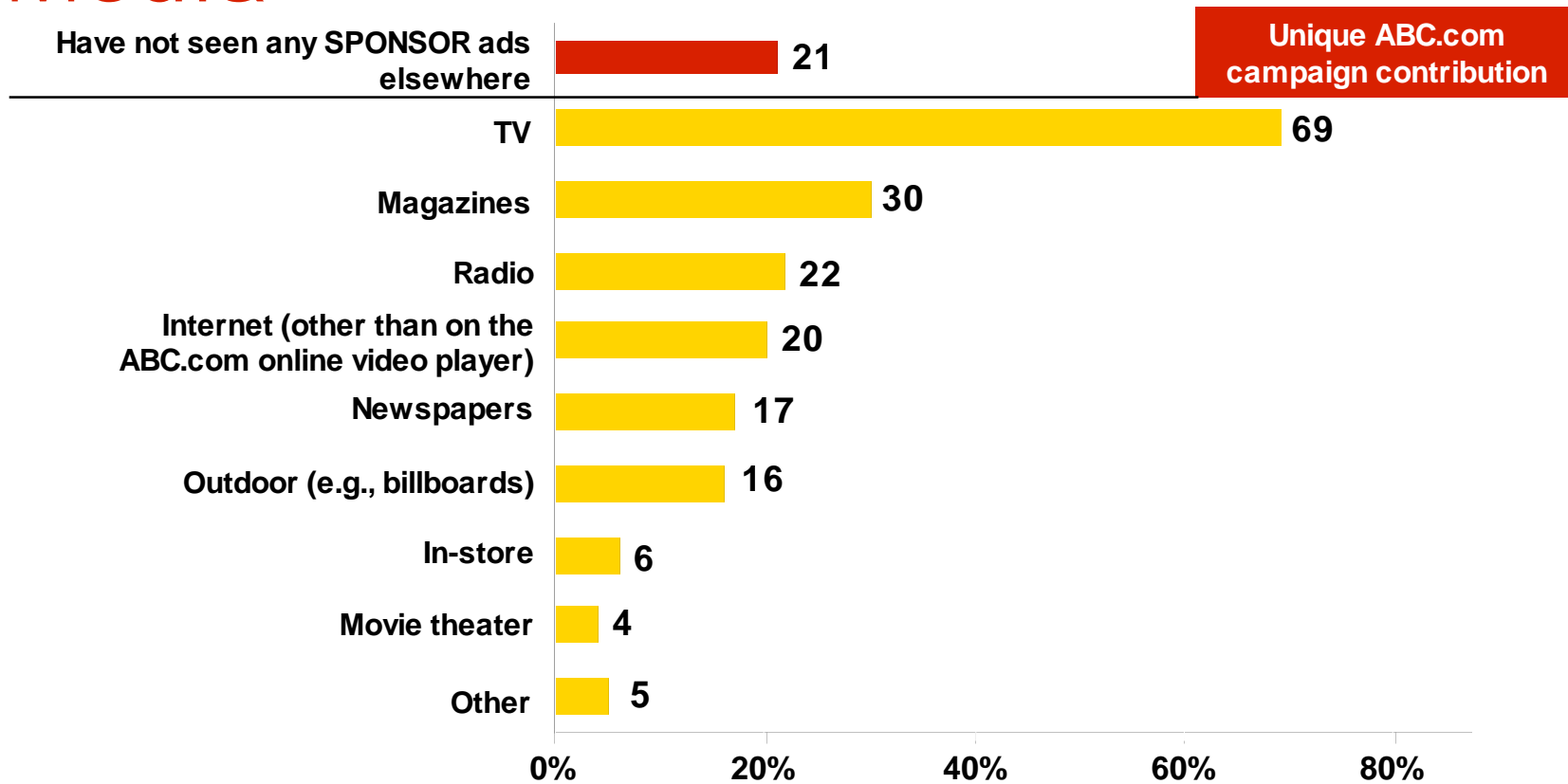


BASE: Those with correct aided sponsor awareness.

Q.19.1: As a result of seeing the _____ ads on ABC.com, which of the following do you plan on doing in the next 6 months? Check all that apply.



Recall Of Automotive Ads In Other Media



BASE: Those with correct aided sponsor awareness.

Q.29: Where else outside the ABC.com online video player, if anywhere, have you seen or heard _____ advertisements in the past 30 days? Select all that apply.

